

Subscribers Galore: Exploring World's Top Youtube Channels

1.Introduction

1.1 overview

Creating Dashboard, Story using Tableau for Top Youtube Channel

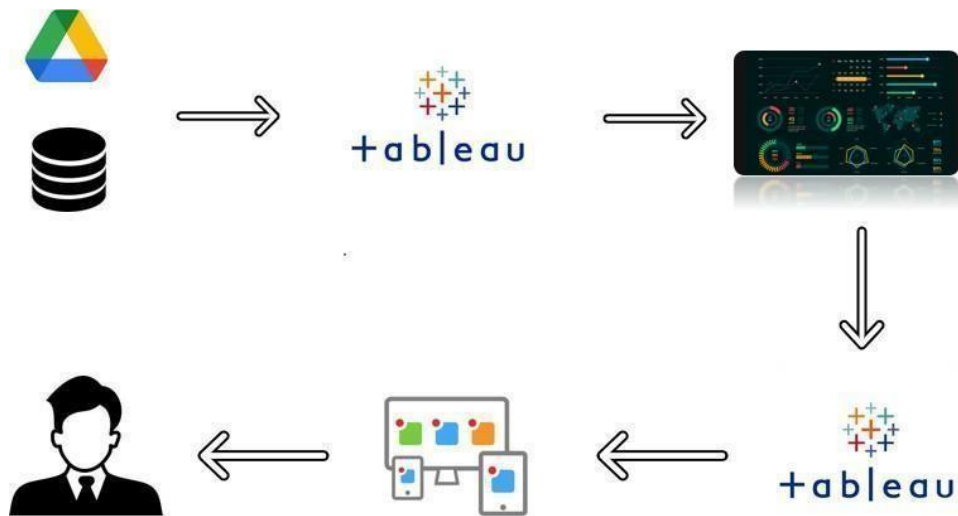
Project Description

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006. An early archive of the list dates to May 2006.

The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first.

Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

Technical Architecture:

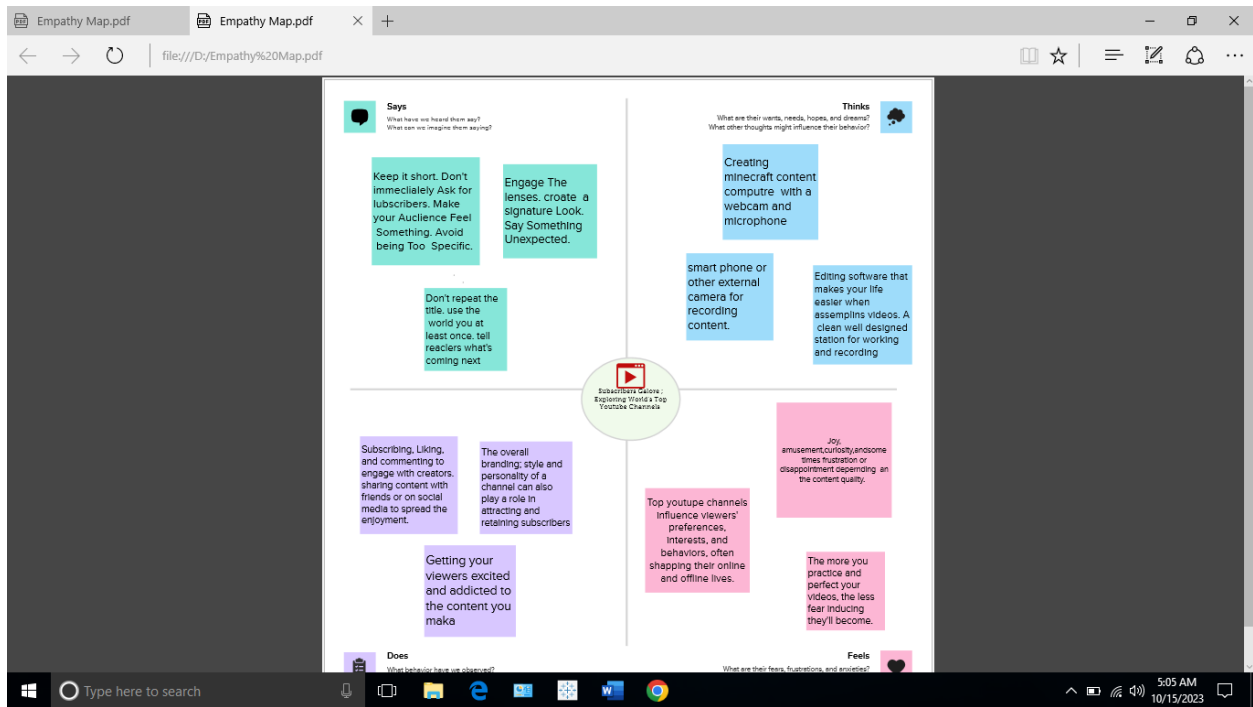


1.2 Purpose

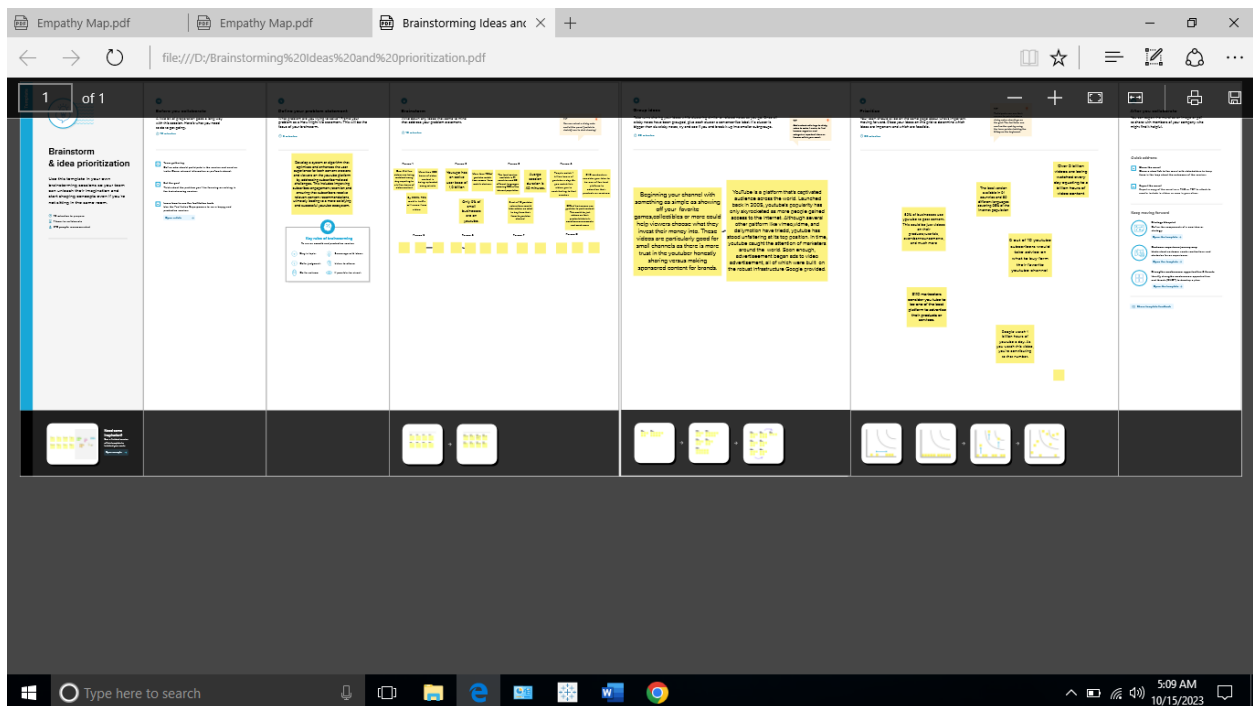
The main purpose of YouTube is to provide a platform for users to watch, share, and create videos. In the last decade, YouTube has just become the most popular video-sharing platform in the world.

2.Problem statement & Design thinking

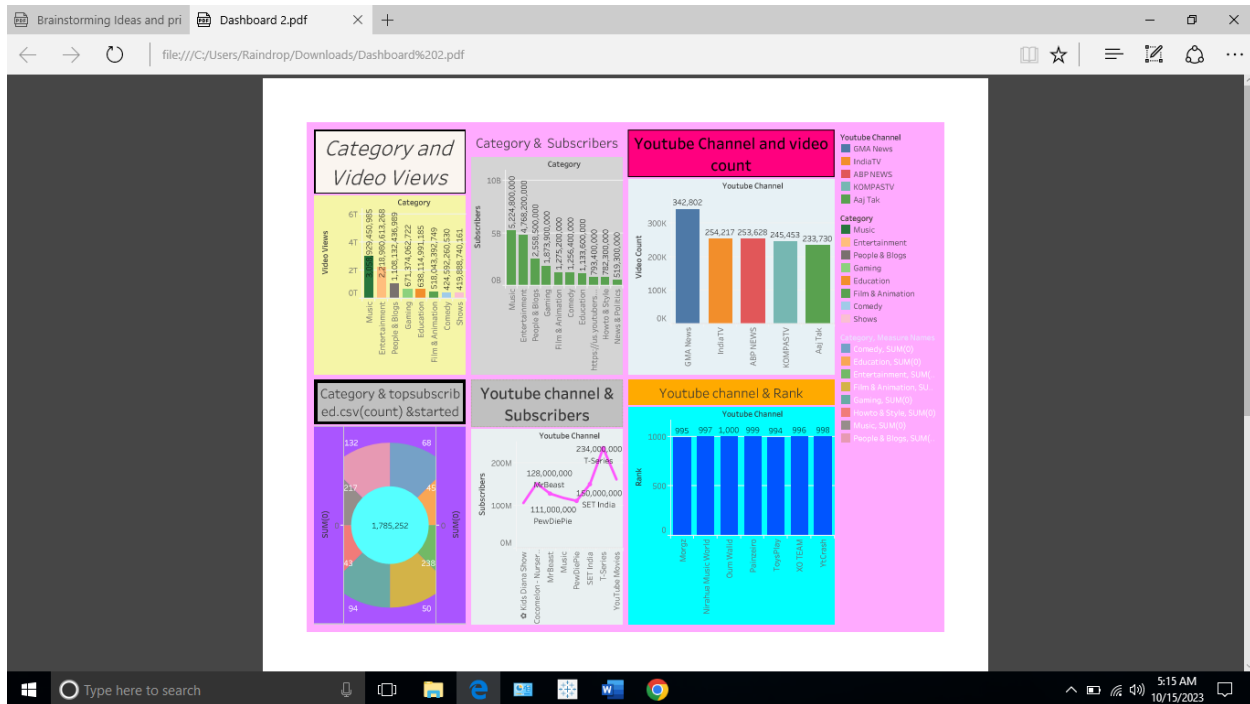
2.1 Empathy map:



Ideation and Brainstorming Map:



3. Result



4. Advantages & Disadvantages

Monopolies	
Disadvantages	Advantages
<ul style="list-style-type: none"> Higher prices for consumers Less incentive to cut costs Less incentive to innovate and invest Allocative inefficiency ($P > MC$) Decline in consumer surplus Productive inefficiency Potential diseconomies of scale May also have monopsony power (pay lower wages to workers) Monopolies can gain political power to protect their vested interests. Less choice for consumers 	<ul style="list-style-type: none"> Economies of scale – lower average costs from increased scale High profit can be used for research and development – dynamic efficiency The reward of getting patent (a monopoly power) can encourage investment Firms who become monopolies may just be very efficient, successful and innovative. Governments can regulate to get best of both worlds – economies of scale and fair prices.

5. Applications

What are YouTube channels used for?

The channel serves as the home page for the user's account, and you can have more than one YouTube channel. After the user enters and approves the information, the channel shows the account name, a personal description, the public videos the member uploads, and any user information the member enters.

6.Conclusion

CONCLUSION

By following the above-mentioned steps one can easily start a YouTube channel in 2021. You have your account prepared, researched, and developed. It's time now to be seen and make amazing videos! To start a successful Youtube channel, the last step is to make, edit, and upload videos! At present, most people know about and use YouTube as well. This is a platform where you can watch videos for free from all over the world. YouTube, along with entertainment, is also a good way for people to earn money. You can also easily make money by uploading videos via YouTube Monetization to the YouTube channel. For this, you only need to know how to create a YouTube channel. Video is one of social media's most effective forms of communication.

7.Future scope

The future of educational YouTube channels in India looks promising. With the increasing popularity of online learning and the widespread availability of internet access, many students and learners in India are turning to YouTube for educational content.